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## DOING MORE WITH FACEBOOK BUSINESS PAGES



Irish Life



If you've mastered the basics of managing your Facebook page it's time to up your game.

In this eBook we'll look at some of the additional features and marketing tactics you can use on your page.

## WHAT'S COVERED IN THIS BOOK?





# 1. BOOSTING POSTS

Boosting a post will push it out to more of the people who Like your page or a specific audience that you select.

For just a few euro you'll be able to reach a large portion of your audience.

## WHEN SHOULD YOU BOOST A POST?

There are two occasions when you might decide to boost a post:

1

**When something you have boosted is getting a lot of interaction and organic reach.** If a post is popular it will cost you less to reach a larger number of people. It's a good way to get your business name in front of people.

Only boost your own content. Don't be tempted to boost a shared post or a link to someone else's website. The only time it is worth paying for people to see a post that isn't your own is when it's a favourable review, press coverage or an award.


2

**When you are promoting a product or service.** Facebook will limit the organic reach of posts that include words like: buy, book, offer, like, share, competition, contest.

If you want to sell something directly on Facebook you will need to pay. Boost post is the easiest way to reach people with these kinds of posts.

# HOW TO BOOST POSTS

Click the 'Boost Post' button underneath the post you want to pay to promote




Amanda Webb - Spiderworking

Published by Amanda Webb (?) · Yesterday at 11:09am · 🌐

"If you are a solopreneur, it can be easy to feel overwhelmed. There is so much to do and keep on top of. You may have a 'grand vision' for your business, but you are stuck in the nitty-gritty of day-to-day tasks. By sharing your grand vision with your fellow mastermind peers, they can help you ensure that you are making progress towards this plan."

The first in my series of posts by guest writers on honing your small business. Kudos to SineadSocial for a great post.

HOW A MASTERMIND GROUP  
CAN GIVE YOUR SMALL  
BUSINESS THE EDGE



How A Mastermind Group Can Give Your Small Business The Edge

Today, I am going to show you the benefits of being part of a mastermind and...

SPIDERWORKING.COM | BY AMANDA WEBB

85 people reached

Boost Post

A window will open showing you a preview of your ad and some options.

You can switch between the 'Desktop News Feed' and 'Mobile News Feed' tabs at the top of the window to see a preview of your ad for each placement.

Boost Post

POST BUTTON (Optional)

Add a button to your post 🌐

Learn More ▾

This button will lead to the link in your post.

AUDIENCE

DESKTOP NEWS FEED

MOBILE NEWS FEED



Amanda Webb - Spiderworking

Sponsored · €

Like Page

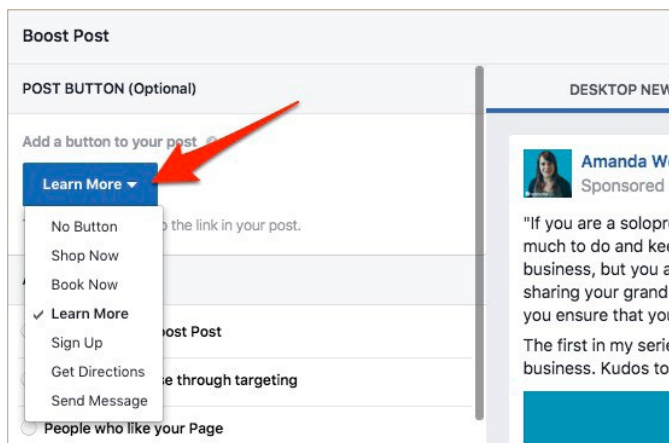
"If you are a solopreneur, it can be easy to feel overwhelmed. There is so much to do and keep on top of. You may have a 'grand vision' for your business, but you are stuck in the nitty-gritty of day-to-day tasks. By sharing your grand vision with your fellow mastermind peers, they can help

5

On the left-hand side of the window you can choose a call to action button to add to your post.

Select from:

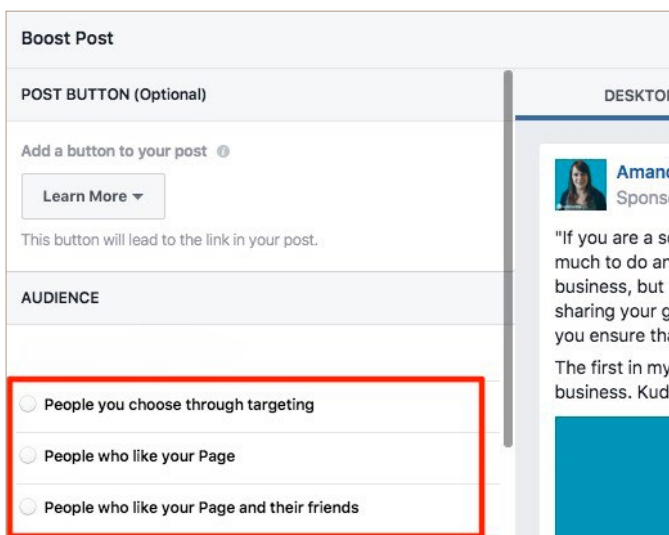
- No Button
- Shop Now
- Book Now
- Learn More
- Sign Up
- Get Directions
- Send Message



Below this you can select who you want Facebook to show your ad to.

The standard options are:

- People you chose through targeting
- People who like your Page
- People who like your Page and their friends



It's always better to target a warm audience with your ads. You'll generally get a better result from targeting 'People who like your Page'.

If you want to expand your audience broaden it to 'People who like your Page and their friends'. Ads shown to these people will feature the name of their friends above your ad.

If you have a small Facebook audience you'll find that the only option available to you is 'People you chose through targeting'.

If you have run Facebook ads before you might see more options here. To find out more about Facebook advertising and audiences download our eBook 'Getting started with Facebook advertising'

Whichever option you select you will have the option to limit your audience with targeting.

You have to select at least one location in this section. You can select a country, a county or a town.

If you want to get more granular with your targeting you can also select age, gender and interests for the people you want to target.

Facebook will remember who you boosted your post to last time and offer you that same audience the next time you click the Boost button.

Once you've selected your audience scroll down to set your budget.

You can choose from the options Facebook offers you or set your own budget. The minimum spend is €1 (plus VAT) per day. Facebook will give you an estimated reach for the budget you select.

**BUDGET AND DURATION**

Total budget ⓘ

€3.00 ▼

✓ €3.00	Estimated Reach 360 - 950
€10.00	Estimated Reach 1,300 - 3,500
€19.00	Estimated Reach 2,800 - 7,400
€72.00	Estimated Reach 4,800 - 13,000
Choose Your Own	

1 day 7 days 14 days

Below this you can choose the duration you want your ad to run for. You can choose: 1 day, 7 days, 14 days or select your own end date.

Duration ⓘ

1 day 7 days 14 days

Run this ad until Mar 5, 2017

You will spend an average of €1.00 per day. This ad will run for 3 days, ending on Mar 5, 2017.

Scroll down again to add your payment method.

When you boost a post it will be sent to Facebook for approval. Your ad will usually be approved within one hour.

# VIEWING RESULTS

When your ad starts running you'll be able to see the results underneath the post.

In the example below the dark orange band represents the paid reach of the post and the light orange band represents the organic reach.



When you hover your cursor over the orange bar you'll see how many people were reached organically and from the ad.







## 2. RUNNING COMPETITIONS

Competitions are popular on Facebook but there are some very strict rules outlined by Facebook that govern what type of competition you can run.

Here is the section in Facebook Page Guidelines relating to competitions last updated 27th December 2016.

### **E. Promotions**

1. If you use Facebook to communicate or administer a promotion (ex: a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:
  - a. The official rules;
  - b. Offer terms and eligibility requirements (ex: age and residency restrictions); and
  - c. Compliance with applicable rules and regulations governing the promotion and all prizes offered (ex: registration and obtaining necessary regulatory approvals)
2. Promotions on Facebook must include the following:
  - a. A complete release of Facebook by each entrant or participant.
  - b. Acknowledgement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.
3. Promotions may be administered on Pages or within apps on Facebook. Personal Timelines and friend connections must not be used to administer promotions (ex: "share on your Timeline to enter" or "share on your friend's Timeline to get additional entries", and "tag your friends in this post to enter" are not permitted).
4. We will not assist you in the administration of your promotion, and you agree that if you use our service to administer your promotion, you do so at your own risk.

For fully up to date guidelines visit: [https://www.facebook.com/page\\_guidelines.php](https://www.facebook.com/page_guidelines.php)

## WHAT DOES THIS MEAN?

1. You need to create the official rules for the competition. You can host these on your website and link to it from your competition post.
2. You need to add a line to your rules that confirms that  
"The promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook and that people who enter are providing information to you, not Facebook."
3. You can't ask for people to share a post or tag someone in a post as part of the competition entry process.



## WHAT KIND OF COMPETITIONS CAN YOU RUN?

Your competition needs to abide by the laws of the land and the Facebook guidelines.

The best competitions are creative and are related in some way to your brand.

Your goal should be to get as much engagement (likes, comments, reactions) on your posts as possible. This will help you grow your audience and your future posts should reach more people as a result.

## HERE ARE A FEW IDEAS:

- Ask people to answer a simple question. Make it relevant to your business or your local town.
- Share a photo of your office and ask people to caption it
- Fill a jar with sweets and ask people to guess how many sweets are in the jar

To get the most possible entries for your competition you should assign a budget to promote it using Boost post.

## CHOOSING A PRIZE

If you are trying to attract a local audience partner with a local business for a prize.

For example, you could offer a dinner in the local restaurant or a spa treatment at the local beauty parlour.

## CHOOSING A WINNER

The best way to announce a winner is to film you picking a name out of a hat. You could do this using a video post or by using Facebook Live.

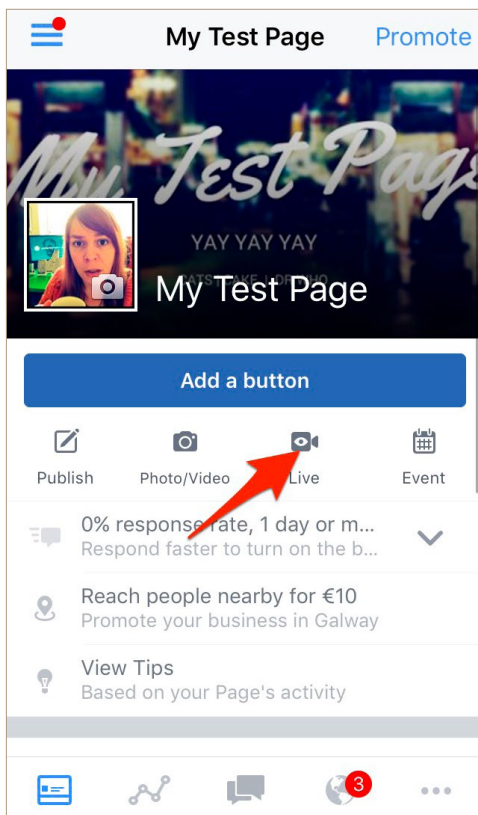
Facebook users react favourably to this sort of draw as they can see you are being transparent. It also makes for extra likes, reactions and comments.

If you prefer to do the draw offline you can use Fanpage Karma's Good Luck Fairy to choose the winner from likers and commenters on your post.

### 3. FACEBOOK LIVE

In early 2016 Facebook rolled out one of its most popular features to all Facebook users. Facebook Live lets you stream live video from your phone or desktop directly to your Facebook page. This real-time video content is popular on Facebook and gives you the opportunity to connect in real time with your audience.

To go live from your phone click the 'Live' button underneath your cover photo.



Before you go live give your video a headline that describes what it will be about.

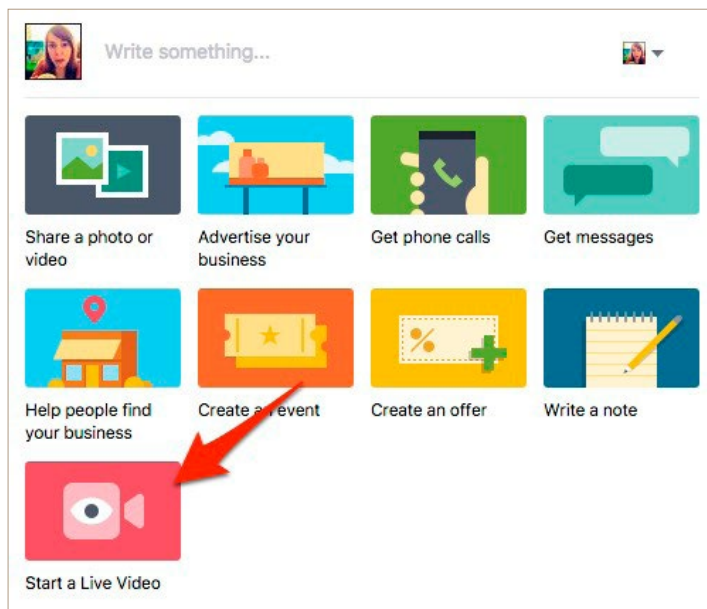
Click 'Go Live'

You are now live, Facebook will start notifying your audience that you are on air. It can take a few minutes for people to join you.

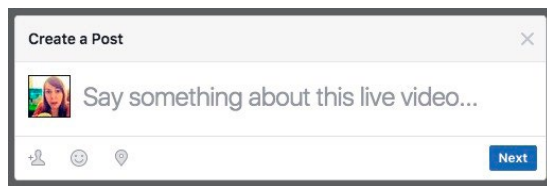
During the broadcast viewers can ask you questions by typing them into the comments box. Their questions will appear at the bottom of the screen whilst you are live and you can answer them as you broadcast.

Once the video has finished you have the option to delete it or post it to your page. You should post your video to your page as people will continue to watch it even after you have completed the session.

From the desktop you'll find the option to go live underneath the status update box. If it's not visible you may need to click 'See more'.



Write a short description for your Live broadcast and click 'Next'



You'll be prompted to allow Facebook to have access to your camera and microphone

Now you'll get a preview of your broadcast. When you are ready click 'Go live'

## WHAT CAN YOU USE FACEBOOK LIVE FOR?

There are lots of opportunities to use Live:

- You can run a Q&A with an expert or with a member of your staff. Ask people to submit their questions in advance and answer them during the broadcast.
- Show people behind the scenes. If you are moving to a new office, have a stand at an event or even if you are celebrating a staff birthday party these are opportunities to draw back the curtains and show the real people behind your business.
- Interview a client about their story and how you've been a part of it
- Broadcast live from an event in your local area

If you decide to use Facebook live you should publicise your show in advance. Post about it before hand or set up an event and invite people to join you at a specific time.



## 4. EVENTS

If you are running a customer event or exhibiting at a show events can be a good way to publicise it.

When someone is invited to an event and they RSVP, Facebook will remind them about it. When the event organiser posts on the event page it will send a notification to all the people who have been invited.

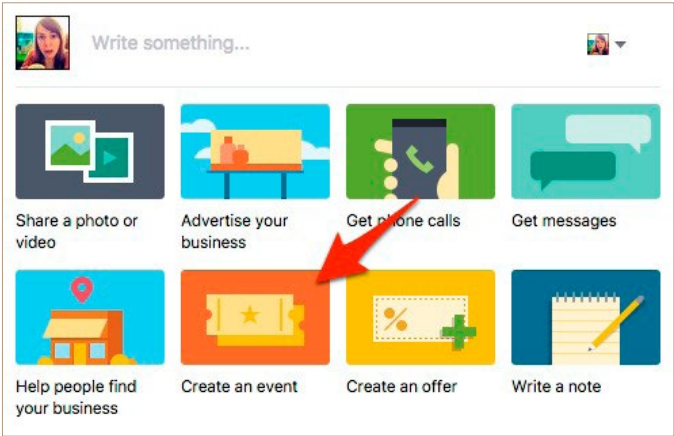
As an admin on a business page you can invite your personal friends to join an event. Other Facebook members are also able to invite their friends. You cannot directly invite the people who Like your page.

Events are also a great way to help you promote your Facebook Live.

The downside of using the events function is that Facebook doesn't give them much organic reach. If you want to reach beyond your own friends you will need to pay to promote it.

# SETTING UP AN EVENT

To set up an event click on 'Create an event' underneath your status update box



Add the name, the date and time of the event and the location if it's a real life event

A screenshot of the 'New Event by My Test Page' form. The title is 'New Event by My Test Page'. Under 'Basic Info', it says 'This info will also appear in News Feed and any ads created for this event'. The 'Event Photo' section shows a placeholder image with the text 'My Test Page' and a 'Change Event Photo' button. A red arrow points to this section. Below the photo, it says 'For best results, use a 1920 X 1080 pixel image (16:9 aspect ratio)'. The 'Event Name' field has a placeholder 'Add a short, clear name' and a character count '0 / 64'. A red arrow points to this field. The 'Location' field shows 'My Test Page' with a profile picture icon. The 'Start' section includes a date field with '3/2/2017', a time field with '10:00PM', and a time zone dropdown set to 'UTC'. At the bottom are links for 'Event Tips Website', 'Cancel', 'Publish', and a dropdown arrow.

You can customise the event page cover photograph, similar to the one you use on your business page and a description.

Once you have set it up an event it has a timeline of its own. You and your guests are able to post content here.

It's a great place to gather questions ahead of a Facebook live or an in-person event. Be wary of posting too much on the event page as those who have been invited will get notifications each time you post.







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